

Prototype

Prototype Approach

Prototype approach: determine category membership by comparing the item to a prototype that resembles the category

Prototype Approach

Prototype approach: determine category membership by comparing the item to a prototype that resembles the category

- **prototype:** “typical” member of a category



Roger Tidman/Corbis Documentary/Getty Images



Paul Reeves Photography/Shutterstock.com



Dmitriy Kostylev/Corbis Documentary/Getty Images

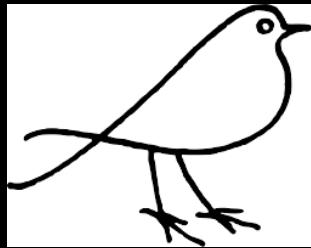


Gary W. Carter/Corbis Documentary/Getty Images

members of the “bird” category

prototypical “bird”

Prototype Approach



prototype



wren



heron



eagle



penguin

flies



lays eggs



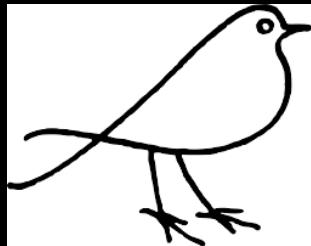
small



nests in trees



Prototype Approach



prototype



wren



heron



eagle



alligator

flies



sings



lays eggs



small



nests in trees



Prototype Approach

- **typicality:** how closely a category member resembles the category prototype

Basketball



Volleyball



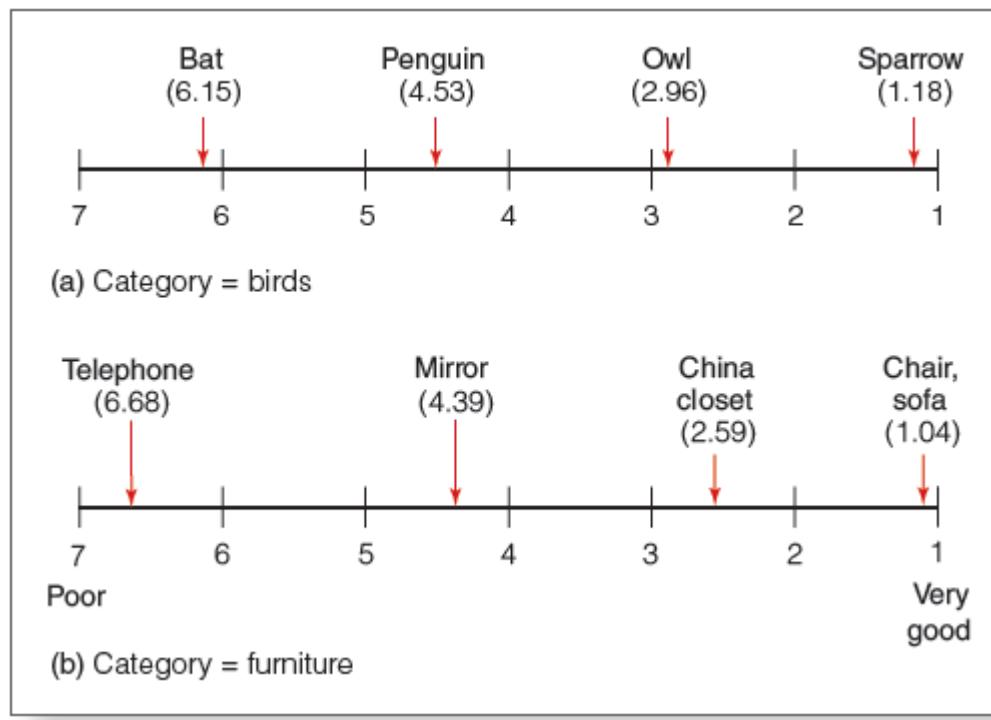
Skiing



Archery



Prototype Approach



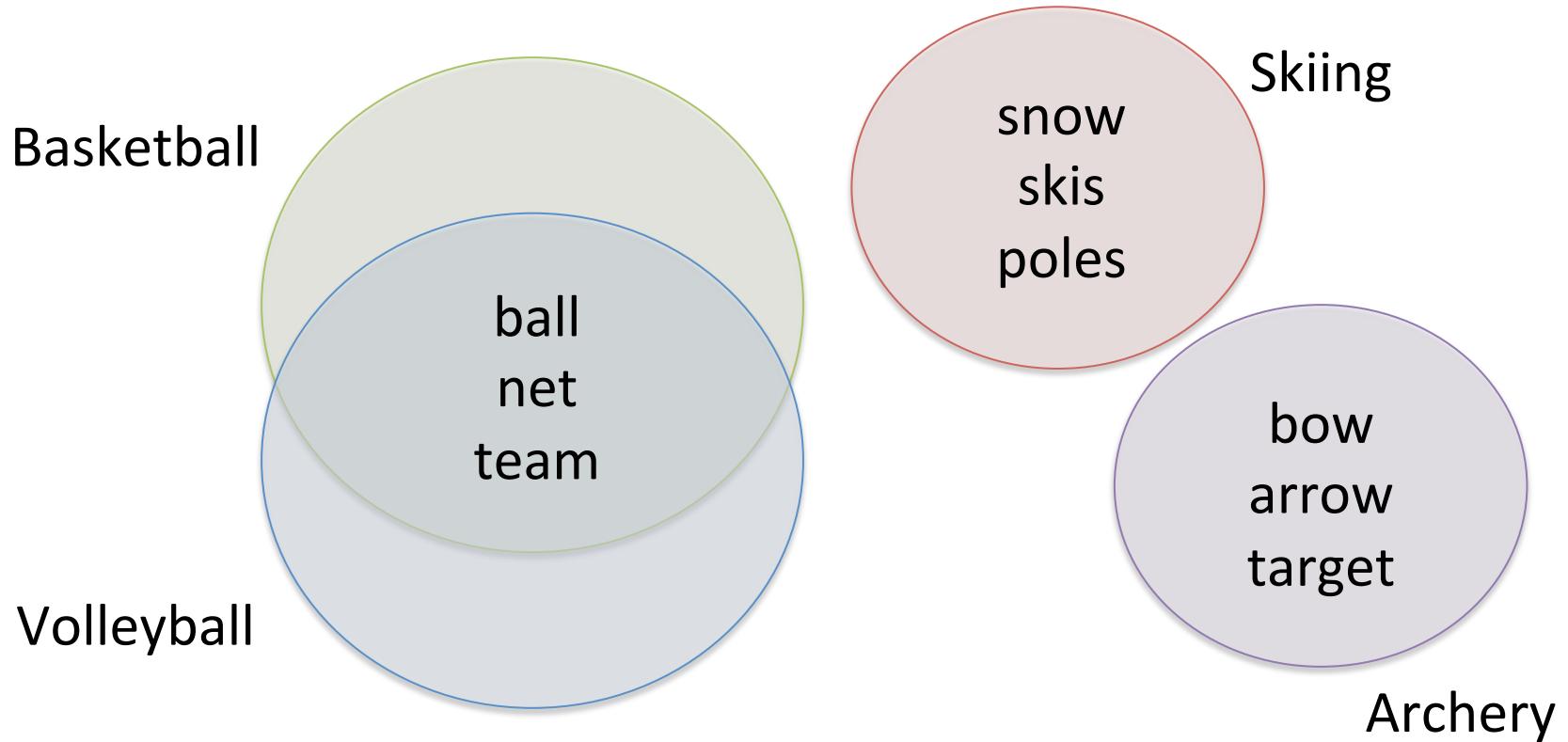
- high typicality members are **rated as being more representative** of the category

Prototype Approach



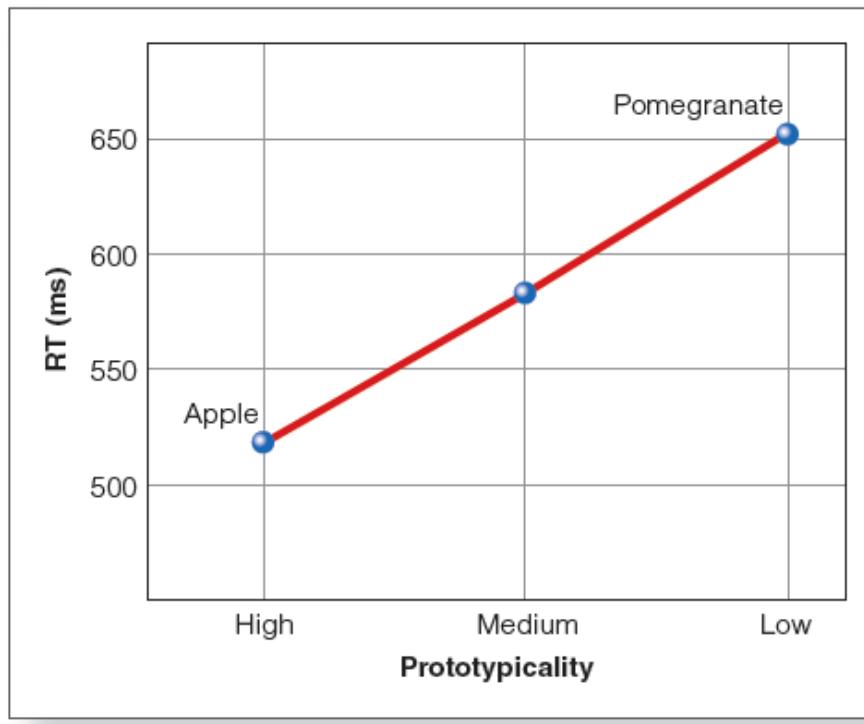
- high typicality members are **named first** within the category

Prototype Approach



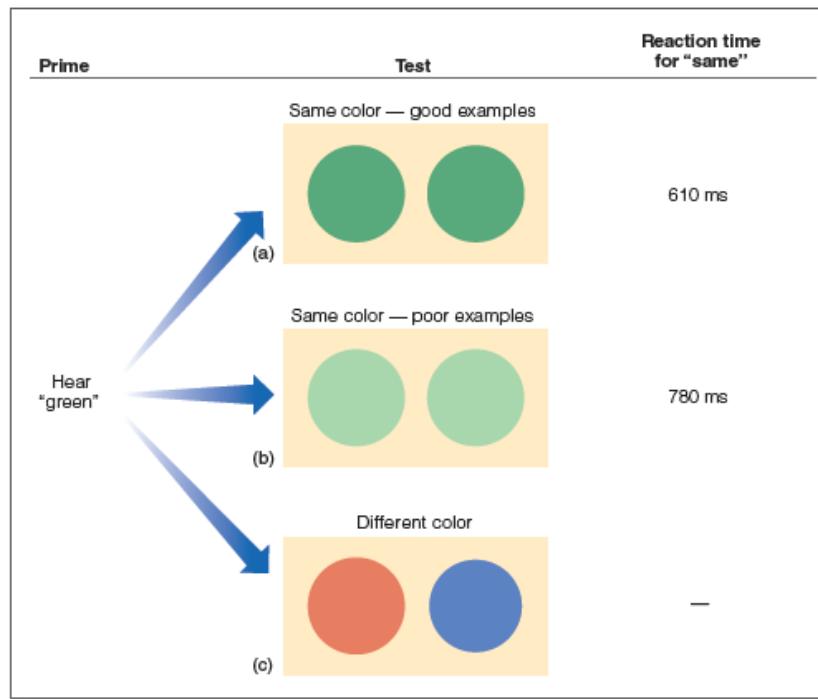
- high typicality members have **more overlapping characteristics** of the category

Prototype Approach



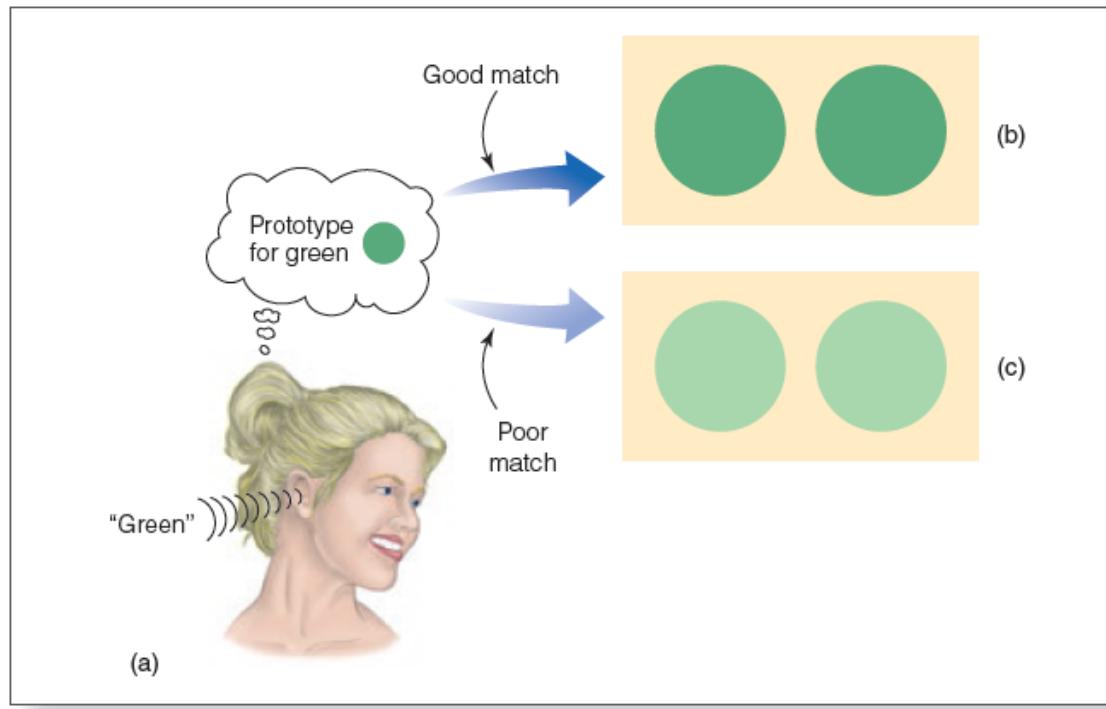
- high typicality members are **verified more rapidly**

Prototype Approach



- high typicality members are **more affected by priming**

Prototype Approach



- high typicality members are **more affected by priming**